



# Walk to School Day

## Frequently Asked Questions

***Many of our registered Walk to School Day organizers are planning an event for the first time. We've gone ahead and addressed the questions that we're asked most often.***

### **How do I organize an event?**

- It's easy! The article, "Steps to Plan an Event" (modeled after the CDC's 7 Steps to Plan an Event) is a fantastic resource for planning your event!

### **Why should I register my event?**

- By registering your event online you are letting the world know that your community is walking! By registering you are also automatically added to the Walk to School Day mailing list so that you can receive email updates and other useful information about the upcoming event. Do not to forget to register your event on the national site: <http://www.walktoschool-usa.org>

### **Who should be involved?**

- Anyone in the community who is interested in creating a more walkable community should be involved. This is a list of people who are typically involved in Walk to School events: kids, parents, grandparents, care-givers, teachers, principals, superintendents, mayors, city council members, local police departments, local fire departments, local celebrities, community organizations and more!

### **What if it's too far to walk?**

- Many families and communities are located in rural areas - but that doesn't stop them from walking! Have parents drop kids off at a local establishment a mile from school and let them all walk to school in a group. Or, hold your walk during lunchtime at the school track. The idea is to get walking! Improve and customize your walk to fit your community.

### **How much does it cost?**

- Many organizers don't spend a cent on Walk to School Day. It doesn't cost anything to walk to school - just some planning. If you would like to provide snacks or prizes, talk to local businesses and ask if they'll sponsor your event or donate juice and snacks.

### **When should I start planning my event?**

- It's never too early to start planning your event. You can plan it months ahead or even days ahead (depending on the size of your event). The earlier you start planning, the more time you'll have to promote the event. We have provided a timeline that can be used as a checklist for activities.

### **How do I get parents and other schools to participate?**

Spread the word! Make sure everyone knows when Walk to School Day is as well as any additional information about the walk such as time, place, route, etc. Promote your event well in advance by sending home letters or flyers to parents informing them about Walk to

School Day. Make sure kids know about Walk to School Day by making announcements on the school intercom or review pedestrian safety tips and the health benefits of walking in class prior to Walk to School Day.

### **What kind of activities should I plan for that day?**

- Many organizers plan a morning of activities which are "kicked-off" by the walk itself. This could include a healthy breakfast gathering at the school, an assembly about pedestrian safety or healthy behaviors, a special presentation given by the local police or fire chief. The possibilities are endless.

### **What is the Walkability Checklist?**

The walkability checklist is a simple checklist that adults and children can use to examine their neighborhoods and measure how friendly their streets are for walkers.

<http://www.walktoschool-usa.org>

### **How can I contact other event coordinators in my area?**

- The national web site maintains a comprehensive list of the registered events. Here you are able to see the contact information of other event coordinators in Nebraska. Contact Nebraska Walk to School Coordinator at 402-471-2101.

### **How do I get the local media involved?**

- The media can be a great help in spreading the word about Walk to School Day. Call your local T.V. and radio stations as well as the local newspaper and inform them of your upcoming event. Or use the fill-in-the-blank news release to send to local media outlets. Most media companies will be glad to do a story on Walk to School Day.

### **How can I incorporate walking to school in my community's everyday activities?**

- Many communities have adopted the walking school bus as a way for kids to walk to school everyday. Other communities celebrate walking by keeping walking logs or by instituting "Walking on Fridays" for example, and other programs. (refer to "Keeping the Momentum Going")

### **What is a walking school bus?**

- In a walking school bus a designated adult supervisor "picks up" each student, house by house, on foot. The group of students walk to school together along a set route, all the while enjoying fresh air, physical activity and friendly conversation.  
(<http://www.walkingschoolbus.org>)